

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 /020 W

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P 231101Z APR 76

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 8019

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E.O. 11652: NA

TAGS: BGEN NL

SUBJECT: POST RELATIONSHIP WITH AMERICAN CHAMBER OF COMMERCE
IN THE NETHERLANDS

REF: STATE 094266

1. SUMMARY: AMCHAM: EMBASSY AND CONGENS HAVE VERY CLOSE AND EFFECTIVE RELATIONS IN SUCCESSFULLY SATISFYING NEEDS OF LARGE AND ACTIVE AMERICAN BUSINESS COMMUNITY AND IN SEEKING TO ACHIEVE US COMMERCIAL AND ECONOMIC OBJECTIVES IN NETHERLANDS. TEAM EFFORT IS BASED ON FULL COOPERATION STARTING AT AMBASSADOR AND SENIOR OFFICER LEVEL AND EXTENDING THROUGH ALL WORKING LEVELS IN COORDINATING COMMERCIAL ACTIVITIES THROUGH ALMOST DAILY CONTACTS WITH AMCHAM OFFICIALS UNDER ABLE, ENERGETIC, AND GOAL-ORIENTED GUIDANCE OF AMCHAM PRESIDENT AND COMMERCIAL COUNSELOR WHO PARTICIPATES FULLY AS MEMBER OF AMCHAM BOARD OF GOVERNORS. END SUMMARY

2. EMBASSY MAINTAINS VERY CLOSE RELATIONS WITH AMCHAM. AMBASSADOR PARTICIPATES FULLY IN AMCHAM FUNCTIONS, HOSTS BRIEFING SESSIONS AND MANY SOCIAL FUNCTIONS TO HELP AMCHAM MEMBERS ESTABLISH CONTACTS WITH SENIOR GOV OFFICIALS, AND ASSISTS IN OBTAINING TOP LEVEL SPEAKERS FOR AMCHAM MEETINGS; COMMERCIAL COUNSELOR IS A MEMBER OF AMCHAM BOARD OF GOVERNORS AND PARTICIPATES FULLY IN ALL ITS ACTIVITIES; ON WORKING LEVEL COMMERCIAL SECTION AND AMCHAM WORK AS A TEAM. BASED ON THEIR EXPERIENCE,
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SENIOR OFFICERS OF THIS EMBASSY CONSIDER RELATIONS OF

EMBASSY AND TWO CONSULATES GENERAL WITH AMCHAM AS UNIQUELY CLOSE AND FRUITFUL. PRESIDENT OF AMCHAM, DANIEL J. PILIERO, MANAGING DIRECTOR OF CHEVRON PETROLEUM (NEDERLAND) B.V., HAS GREATLY CONTRIBUTED TO THIS SIGNIFICANT RELATIONSHIP.

3. AMCHAM AND COMMERCIAL SECTION WORK TOGETHER ON A NUMBER OF ACTIVITIES: A. COPIES OF PRIVATE TRADE OPPORTUNITIES (PTO'S) ARE AUTOMATICALLY SENT TO AMCHAM WHICH, AS APPROPRIATE, BRINGS THEM TO THE ATTENTION OF ITS AMERICAN MEMBERS.

B. ADS REQUESTS ARE ALSO SENT TO AMCHAM WHICH SUGGESTS FIRMS AS POTENTIAL AGENTS/DISTRIBUTORS.

C. WE LEND COPIES OF OUR WTDR'S TO AMCHAM TO ACQUAINT ITS STAFF MORE FULLY WITH DUTCH COMPANIES SO THAT THEY CAN BE MORE HELPFUL IN HANDLING ENQUIRIES OF AMERICAN BUSINESSMEN.

D. AMCHAM HAS STOCK OF OUR COMMERCIAL FLYERS TO PASS TO ITS BUSINESS VISITORS.

E. MULTIPLE COPIES OF EMBASSY NEWSLETTER ARE SENT TO AMCHAM FOR ITS USE IN ENCOURAGING US EXPORTS AND FOR PUBLICATION IN ITS OWN AMCHAM NEWSLETTER.

F. AMCHAM RECEIVES FOR ITS USE COPIES OF MISSION-ORIGINATED DOCUMENTS CONTAINING INFORMATION USEFUL TO AMERICAN BUSINESSMEN.

G. WHEN AMCHAM RECEIVES LETTERS FROM AMERICAN FIRMS REQUESTING GENERAL INFORMATION OR LISTS OF SUGGESTED AGENTS, IT SEND THEM TO US FOR TRANSMITTAL TO DEPARTMENT OF COMMERCE FOR ACTION IN ACCORDANCE WITH 10 FAM 915 AND STATE A-1047, FEBRUARY 6, 1975.

HM WE SEND 25 COPIES OF OUR MONTHLY TABULATION OF AMERICAN TRADE INQUIRIES BY US COMPANIES SEEKING EXPORTS TO AMCHAM FOR ITS USE AND DISTRIBUTION TO LIMITED OFFICIAL USE

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APPROPRIATE MEMBERS.

I. BY AGREEMENT, AMCHAM MAINTAINS CARD FILES AND LISTS OF DUTCH AGENTS OF AMERICAN COMPANIES BASED ON INFORMATION RECEIVED FROM EMBASSY.

J. AMCHAM PUBLISHES "THE NETHERLANDS AMERICAN TRADE DIRECTORY", ISSUED EVERY TWO YEARS, WHICH

INCLUDES MESSAGE FROM AMBASSADOR AND LISTS OF US FIRMS IN NETHERLANDS, DUTCH AMERICAN JOINT VENTURES, DUTCH LICENSEES OF AMERICAN COMPANIES, AND DUTCH AGENTS OF AMERICAN COMPANIES. SEVERAL COMPLIMENTARY COPIES ARE MADE AVAILABLE TO US FOR OUR USE IN THE NETHERLANDS AND BY THE DEPARTMENTS OF STATE AND COMMERCE.

K. WE HAVE SUGGESTED THAT DEPARTMENT OF COMMERCE INCLUDE IN THE FORTHCOMING REVISION OF "MARKETING IN THE NETHERLANDS" IN THE SECTION ENTITLED "SOURCES OF ECONOMIC AND COMMERCIAL INFORMATION" THE FOLLOWING STATEMENT: "ALSO THE AMERICAN CHAMBER OF COMMERCE IN THE NETHERLANDS, CARNEGIEPLEIN 5, THE HAGUE, TEL: (070) 659808, IS A GOOD SOURCE OF INFORMATION AND SERVICES FOR THE BUSINESSMAN." (THE HAGUE A-30, FEBRUSRY 27.)

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 8020

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L. PRESIDENT OF AMCHAM HAS READILY COOPRATED IN ARRANGING WORKING LUNCHEONS, DINNERS AND SMALL COCKTAIL PARTIES FOR OFFICIAL WASHINGTON VISITORS TO MEET SELECTED BUSINESSMEN AND DUTCH OFFICIALS.

M. AMCHAM IS COOPERATING CLOSELY WITH AMBASSADOR'S BICENTENNIAL COMMITTEE AND WILL SUPPLY BULK OF FINANCING AND LOGISTICAL SUPPORT FOR MAJOR BICENTENNIAL EVENT HERE WEEK OF JULY 4.

N. EMBASSY HAS PERIODIC BRIEFINGS FOR MEMBERS OF AMERICAN BUSINESS COMMUNITY, MOST OF WHOM BELONG TO AMCHAM. MOST RECENT BRIEFING, HELD MARCH 5. WAS ATTENDED BY OVER A HUNDRED BUSINESSMEN, AND WAS ARRANGED JOINTLY

WITH AMCHAM, AMBASSADOR, ECONOMIC COUNSELOR, COMMERCIAL COUNSELOR, AND AGRICULTURAL ATTACHE MADE PRESENTATIONS AND DCM AND OTHER MEMBERS OF COUNTRY TEAM WERE PRESENT FOR QUESTION AND ANSWER PERIOD. SEVERAL BUSINESSMEN REQUESTED SUMMARIES OF SOME OF PRESENTATIONS FOR USE IN THEIR WORK AND TO SEND TO THEIR HOME OFFICES AND OTHERS ARRANGED SEPARATE BRIEFINGS AND PLANT VISITS.

O. IN ADDITION, MANY AD HOC JOINT ACTIVITIES ARE UNDERTAKEN TO BRIEF AND ASSIST AMERICAN BUSINESSMEN.

4. INDICATIVE OF CORDIAL AND EFFECTIVE RELATIONS BETWEEN MISSION AND AMCHAM WERE STATEMENTS MADE AT MOST RECENT MEETING OF COUNCIL OF AMERICAN CHAMBERS OF COMMERCE - EUROPE AND MEDITERRANEAN, HELD OCTOBER LIMITED OFFICIAL USE

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28, 1975 IN ZURICH. ACCORDING TO THE OFFICIAL MINUTES, THE PRESIDENT OF THE NETHERLANDS' AMCHAM STATED, DURING THE DISCUSSION ON THE BUSINESS CLIMATE IN EUROPE, THAT "HIS CHAMBER WORKS THROUGH THE EMBASSY AND THE DUTCH FEDERATION OF INDUSTRY. THE LOBBYING CONCEPT DOES NOT EXIST IN THE NETHERLANDS. THE AMBASSADOR HAS LUNCHEONS AND DINNER PARTIES WHERE HE INVITES UNCOMMITTED AND HOSTILE MEMBERS OF PARLIAMENT." DURING DISCUSSION ON RELATIONSHIPS IN VARIOUS COUNTRIES BETWEEN BUSINESS COMMUNITY AND EMBASSY, PRESIDENT OF NETHERLANDS AMCHAM COMMENTED THAT "RELATIONSHIPS WITH THE EMBASSY IN HIS HOST COUNTRY WERE EXCELLENT." IN CONNECTION WITH DISCUSSION ON US BICENTENNIAL CELEBRATIONS, PRESIDENT OF AMCHAM NETHERLANDS MENTIONED "THE INITIATIVE TAKEN BY AMBASSADOR GOULD TO ORGANIZE A MAJOR BICENTENNIAL HAPPENING IN THE NETHERLANDS ON JULY."

5. GENERAL MANAGER OF AMCHAM WAS PRESENTED BY AMBASSADOR WITH A "TRIBUTE OF APPRECIATION" BY THE DEPARTMENT OF STATE ON MAY 26, 1972. IN NOVEMBER 1975, AT INITIATIVE OF EMBASSY, RETIRING GENERAL MANAGER OF AMCHAM WAS PRESENTED WITH AN HONORARY CITATION FROM THE US DEPARTMENT OF COMMERCE AND A PERSONAL LETTER OF APPRECIATION FROM THE SECRETARY OF COMMERCE REFLECTING FRUITFUL RELATIONS BETWEEN EMBASSY AND AMCHAM.

6. COMMENT: IN SHORT, VIEWED BY US, EMBASSY/AMCHAM RELATIONS HAVE BEEN AND CONTINUE TO BE CORDIAL AND MUTUALLY BENEFICIAL. DEPARTMENT MIGHT WISH TO TAKE ADVANTAGE OF FACT THAT PILIERO AND OTHER BOARD MEMBERS FROM NETHERLANDS ARE PRESENTLY IN WASHINGTON ATTENDING ANNUAL GLOBAL MEETING OF THE CHAMBER TO OBTAIN THEIR VIEW OF RELATIONSHIP.
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